

Chapter 1 : The Ten Commandments To Be Successful Selling Cars | Robert Wiesman

Great sales reps aren't born, they're made. Learn seven ways to be a good sales rep and successfully sell. 7 Keys to Successful Selling for the First-Time Sales Rep.

Here are the 10 best tips for successful selling. In the end, it comes down to these Nothing will create more success than consistently taking one step forward each day. Schedule time on a regular basis to prospect. Keeping the pipeline full requires daily attention. More sales are lost due to salespeople failing to follow up than probably any another single thing. Fast follow-up is essential at every phase of the selling process from prospecting to closing the sale. Uncover the outcomes the customer wants. The sooner you can get the customer to share with you what outcomes they desire, the sooner you can make that the focus of how you can help them. Be brief, be confident, and most of all, make the message about them, not you. State your price with confidence. When giving your price, make sure you have solid body language, a strong voice and good eye contact, and you then must remain silent. Know how to use your own time. Far too much time is wasted preparing to sell, thinking about selling, getting ready to sell, etc. You have one objective " spend as much of your time in direct contact with customers as possible. It might be a prospect who is nothing more than a suspect or someone who is merely easy to talk to, but the issue is the same " wasted effort. Be goal driven and personally motivated. Only you can motivate yourself, and one of the easiest ways is by setting goals you know you can achieve and allowing your success to propel you to more success. Choose today to strengthen your selling skills with these tips. In all my years of selling, these are the 10 tips I return to again and again. Mark Hunter is the author of High-Profit Selling: Win the Sale Without Compromising on Price. Click on the below book cover for more info on boosting your profits!

Chapter 2 : 10 Reasons Why Top Sales People are Successful: Boost Your Sales Career

Here are the 10 best tips for successful selling. I based these tips on my 30+ years of selling and working with hundreds of organizations and thousands of salespeople. In the end, it comes down to these 1.

Sales Success key to success , sales people The top 20 percent of salespeople earn 80 percent of the money. Your goal is to become one of the highest-paid people in your profession and accelerate your sales career using the vital keys to success in sales. Fortunately, this is easier than you might think. Key to Success 1: You must learn to love your work and then commit yourself to becoming excellent in your field. Invest whatever amount of time is necessary to improve your sales career; pay any price; go any distance, make any sacrifice to become the very best at what you do. Join the top 10 percent. Key To Success 2: Decide exactly what it is you want in life. Set it as a goal for your sales career and then determine what price you are going to have to pay to get it. According to the research, only about 3 percent of adults have written goals. And these are the most successful and highest-paid people in every field. They are the mover and shakers, the creators and innovators, the top salespeople and entrepreneurs. Key to Success 3: Decide to throw your whole heart and soul into your success and into achieving your sales career goal. Make a complete commitment to improve your sales career and become one of the most highly-paid salespeople. Resolve that nothing will stop you or discourage you. Key to Success 4: They Commit to Lifelong Learning Your mind is your most precious asset, and the quality of your thinking determines the quality of your sales career. Commit yourself to lifelong learning. I cannot emphasize this too often. Read, listen to audio programs, attend seminars, and never forget that the most valuable asset you will ever have is your mind. As you continue to learn, you will eventually become the one of the most valuable salespeople in your company. The more knowledge you acquire that can be applied to practical purposes, the greater will be your rewards and the more you will be paid. Be sure to check out my favorite sales training programs if you need resources. Key to Success 5: It is your primary asset. How you use your time determines your standard of living. Resolve therefore to use your time well. Begin every day with a list. The best time to make up your work list is the night before, prior to wrapping up for the day. Write down everything that you have to do the next day, starting with your fixed appointments and then moving on to everything you can think of. Key to Success 6: They Follow the Leaders Do what successful people do. Follow the leaders, not the followers. Do what the top salespeople in your company do. Imitate the ones who are going somewhere with their lives. Identify the very best salespeople in your field and pattern yourself after them. If you want to become one of the best salespeople in your company, go to the top earners and ask them for advice. Ask them what you should do to improve your sales career. Inquire about their attitudes, philosophies, and approaches to their work and their customers. Key to Success 7: Nothing is more important to the quality of your life in our society. In business and sales success, you must have credibility. You can only be successful if people trust you and believe in you. In study after study, the element of trust has been identified as the most important distinguishing factor between one salesperson and another, and one company and another. Key to Success 8: Recognize that you have the great reserves of creativity that you have never used. The fact is that every person has the ability to perform at genius levels in one of more areas. You have within you, right now, the ability to do more and be more than you ever have before. Key to Success 9: Do unto others as you would have them do unto you. Think about yourself as a customer. How would you like to be treated? Obviously, you would want salespeople to be straightforward with you. You would want her to take the time to thoroughly understand your problem or need and then show you, step by step, how her solution could help you improve your life or work in a cost-effective way. If this is what you would want from a salesperson selling to you, then be sure to give this to every customer you talk to. Key to Success They Pay the Price of Success Finally, and perhaps more important than anything else, resolve to work hard. This is a great key to success in life. The key to success in selling is for you to start a little earlier, work a little harder, and stay a little later. Do the little thing that average people always try to avoid doing. Stay motivated with my inspirational quotes on your path to success! I hope you enjoyed this article on how to improve your sales career to become one of the highest-earning salespeople in your company. If you have a

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key to success that has worked for you, please share and comment below!

Chapter 3 : 5 Keys to Successful Sales Strategies - Small Business Trends

Jordan Archer is an experienced real estate agent working in Port St Lucie, Martin, and Palm Beach counties. Successful Selling is what Jordan Archer does!

You need a process that you initiate over and over again. Sales requires a strategy, a process, a way to proceed that you can measure and monitor. Sales is something you have to commit to on an ongoing basis. It takes persistence, energy and focus. Think of the sales process in terms of bike riding. When you ride a bike you have to gain momentum. When you first start to pedal, it takes extra energy to get the bike to move. As you ride you build up steam. And when you hit a hill it is easier to climb it because you already have that momentum going. Starting out takes extra energy. You have to put the plan in place and start the ride. Once you get that energy going, it becomes easier to maintain. You still have to pay attention to what you are doing, but sticking with it and realizing results becomes easier the more you pedal. There are 5 steps to a successful sales strategy: Define your target market. Knowing this is critical to your sales success. And even if you were, you have to start somewhere. You have to have a place where you can focus in order to build up that momentum we talked about. Once you have the market defined, create a list. This list should be large enough to give you the opportunity to really delve in and repeat the process a couple of times. If your target market is too small your odds of success decrease. You may have to merge two similar target markets in order to have the numbers working in your favor. Will you cold call or network or both? I have a system that works really well for my clients. It goes like this: This includes direct outreach â€” emailing or calling them â€” and exploring your LinkedIn contacts. Remember, you are looking for an introduction. You want the opportunity to meet with the prospect. When your friend or associate introduces you to the prospect, follow up and set up the meeting. This could mean sending them an introductory letter or postcard, or picking up the phone and calling them. If you send an introductory letter or postcard, you must tell them that you will call to follow up â€” and then follow up! The process is yours to conduct, not theirs. Before you go on a sales appointment, create a list of questions to ask the prospect. This is the time for you to really get to know them, their needs, their business practices. It is not the time for you to talk endlessly about your product or service. If they look like a qualified prospect, provide them with a quote. Deliver on what you said you were going to do for the prospect. Then make sure you build the relationship. This is one of the most critical aspects of a successful sales strategy. As you move forward with your plan you must keep track of how well it is working. On the first day of each month, take a look back at the previous month. Ask yourself these questions: How did it go? Did I hit my numbers? If you hit your numbers, celebrate! Then prepare for the coming month. Now plan for how you are going to achieve that â€” and get going. This is a process that will work over and over and over again. Implementing a sales strategy keeps you focused and succeeding. And it makes the whole sales process easier to do. So do yourself a favor and give it a whirl!

Chapter 4 : Characteristics of Successful Salespeople

A recent Gallup poll on the honesty and ethical conduct of business professionals found that insurance salespeople and car salespeople ranked at the bottom of the list.

There is an abundance of opportunities for success within the auto industry and what makes that even better the majority of players in this game are not chasing them. So that only makes the chase easier for you. You just need to start chasing. Just be sure to operate by the rules of the chase. Follow these Ten Commandments Of Being Successful Selling Cars and you most certainly will be the heavy weight champ at your dealership and in your marketplace. Thou Shalt Always be learning The more committed you are to your education in any business or trade the more successful you will be. Read more books, watch more videos and listen to more podcasts about business, sales, marketing and cars. Go to workshops and invest in premium training programs. The more you learn the more you earn is no bullshit. Invest time everyday into reading a book, watching educational videos, etc and put what you learn into action. Investing in you, in your business means money, time, hustle and sweat. You need to be willing to invest all of those into your brand and business to be a successful automotivepreneur. You will need to be willing to invest money, time, hustle and sweat everyday to grow your business. Thou Shalt Build A Personal Brand Ive said it before and I will say it againâ€ whether you think you do or not you have a personal brand. So instead of leaving that perception up to them take control of your personal brand and their perceptions. Build a personal brand that genuinely and consistently portrays who you are, what you do and who you do it for. Be yourself but in a way that will connect and compel your ideal prospect. Speak directly to them because when you try to speak to everyone you are speaking to no one. Commit to and focus on your customers needs and you will make more money in the long game. Solve their problem and service their needs with the exact product that does just. Whether it is one day, one week, one month or even one year later they realize the vehicle is not the right one for them, who do you think they will blame? Having a network of a hundred of the right people as oppose to a thousand of the wrong will generate you more results. The most important follow up you should be doing is with the people that already have done business with you or they have engaged with you but have not yet hooked up on a new vehicle. If they have already done business with you need to continually deliver them value and make sure they are always happy if you want return business and referrals from them. Past customers are the best sales team you can have. Now if they have not yet bought a vehicle from you, they are still a great opportunity since they already know you. Just stay in front of them with value and service till they hook up whether from you or the guy down the block. Your prospect can just feel your authenticity when you convey to them you also drive one and totally love it. You need to be perceived as an automotive expert. If you are driving a make and model of a brand you do not sell, it gives the impression that the vehicles you sell are not the best solution. Being sold on you is equally as valuable as driving what you sell. You have to genuinely be sold on the fact you are going to take better care of their vehicle needs then the sales guy down the street. You sell cars everyday. You are in the mix always so compared to your prospects you are a expert. So start acting like it. Become a resource for your marketplace and community with helpful expert advice regarding everything about owning and maintaining a automobile. Share the knowledge that is obvious to you because in most cases it is not the obvious with your prospect. Remember they only do this a handful of times throughout their life. If you are a playmaker at your dealership you are selling more cars in one month than a lot of people will buy in their lifetime. Thou Shalt Provide An Amazing Customer Experience When you have an ideal prospect in a target market you will have an easier time providing them an amazing experience. That is the easy part. Every sales person strives to provide a positive experience in store for prospects because well they want that sale which who can blame them but fall short on providing a amazing experience when they are not in the store. You need to keep them as part of audience and providing them value throughout their entire ownership of their vehicle. Know your ideal client and what is valuable to them and deliver that like a mailman on a regular consistent basis in and out of the showroom. Thou Shalt Always Be Creatively Marketing All you need to do to market your brand and business creatively is look at everything every other salesperson or dealer is doing in your

marketplace and just do something different. It really is that simple because when you execute something different and get it in front of your ideal prospect with the right message for themâ€¦ It will stick with them. No doubt about it. You need to have a personal website that is not an online brochure business card but in fact a salesman that never sleeps. Your website is your meet and greet, networking tool for the world wide web. Lets keep it real thats where the eyes and the ears are. The top players in car sales are and it is the reason why they are successful.

Chapter 5 : How to Be Successful Selling on eBay: 10 Steps (with Pictures)

Successful social Selling is a no fluff guide that gives you the information you need to get the job (and process) done right. --Joe Pulizzi, Founder, Content.

Jan 15, Find out what ten qualities successful salespeople possess. I believe that most successful sales people, in virtually any industry, possess the following characteristics: Selling or running a business for a living requires a tremendous amount of persistence. Obstacles loom in front of us on a regular basis. I believe it was Brian Tracy who once said that a person will face the most challenging obstacle just before they achieve their goal. The most successful people in any industry have learned to face the obstacles that get in their way. They look for new solutions. They refuse to give up. Successful sales people are avid goal setters. They know what they want to accomplish and they plan their approach. They make sure their goals are specific, motivational, achievable yet challenging, relevant to their personal situation, and time-framed. They visualize their target, determine how they will achieve their goal, and take action on a daily basis. Great sales people ask quality questions. The best sales people ask their clients and prospects plenty of quality questions to fully determine their situation and buying needs. This allows them to effectively discuss the features and benefits of their product and service that most relate to each customer. Successful sales people listen. Most sales people will ask a question then give their customer the answer, or continue to talk afterwards instead of waiting for their response. Great sales people know that customers will tell them everything they need to know if given the right opportunity. They have learned that silence is golden. Successful sales people are passionate. They love their company and they exude this pride when talking about their products and services. The more passionate you are about your career, the greater the chance you will succeed. The reason for this is simple – when you love what you do you are going to put more effort into your work. When you are passionate about the products or services you sell, your enthusiasm will shine brightly in every conversation. Successful sales people are enthusiastic. They are always in a positive mood - even during difficult times - and their enthusiasm is contagious. They seldom talk poorly of the company or the business. When faced with unpleasant or negative situations, they choose to focus on the positive elements instead of allowing themselves to be dragged down. Successful sales people take responsibility for their results. They do not blame internal problems, the economy, tough competitors, or anything else if they fail to meet their sales quotas. They know that their actions alone will determine their results and they do what is necessary. Successful sales people work hard. They usually start work earlier than their coworkers and stay later than everyone else. They make more calls, prospect more consistently, talk to more people, and give more sales presentations than their coworkers. Successful sales people keep in touch with their clients. They know that constant contact helps keep clients so they use a variety of approaches to accomplish this. They send thank-you, birthday, and anniversary cards. They send articles of value to their customers and send an email newsletter. Successful sales people show value. Successful sales people recognize that price is a factor in every sale but it is seldom the primary reason someone chooses a particular product or supplier. They know that a well-informed buyer will usually base much of her decision on the value proposition presented by the sales person. They know how to create this value with each customer, prospect, or buyer they encounter. We all have what it takes to become successful. Are you ready to make it happen? Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales and motivate their employees. He is also the author of Stop, Ask, and Listen:

Chapter 6 : 10 Tips for Successful Selling | Mark Hunter

Having been in sales for most of my adult life (and, frankly, what entrepreneur isn't always "selling" something?), I try to never be rude to even the most clueless or incompetent salesman.

Sammy Gibson, co-founder, Neon Poodle BigCommerce is the only ecommerce platform that offers customer grouping for retail vs. That meant we needed customer grouping options out-of-the-box that allowed for site customization, especially around pricing and bulk ordering, for our wholesale buyers. Different wholesalers sometimes have different negotiated prices, and so depending on the customer group we place folks in, they get their own price on the site and can check out right there. Prior to using customer groups, we used to manage all of this offline. BigCommerce offers a great service in the form of BigCommerce Analytics. It is extremely useful out of the box and its remarketing and cohort features are truly remarkable. Using the cohorts and segments in BigCommerce Analytics in conjunction with other methods of analyzing customer behavior can be an enormous help in personalization. Free Ecommerce Analytics Guide 29 reports, 6 actionable strategies and 2 free guides to grow sales based on the data you already have. We are big fans of on-site search. If someone is searching for items on your store, the hard work is done. This helps keep the focus on what the customers want, and you are able to adapt accordingly. See what they can do for you. Insights provides valuable clues on which products to promote and which product pages need work. They do it better than nearly anyone on the platform. And, they are kind enough to share their secrets. CRM integration gives brands the opportunity to flip that on its head through personalization, relationship building and future follow-ups. Every BC store should think about the possibilities that CRMs can have on their revenue and these integrations are a great way to get started. Here are how the top 17 priorities and customizations are solved online. This feature saved us a lot of implementation time and it seems to be the future of building your brand. That is, leveraging social media to connect directly with your customers, learning from your customers and becoming awesome in the process. Every day the questions come up: Why is this so simple? The BigCommerce simple app integrations like product reviews, chat boxes and email collections are icing on the cake. Want more insights like this? Sign up for our weekly newsletter. We really have spent most of our time growing the product side and not investing time on the development side. For instance, the integration between BigCommerce and Facebook was super easy. One of the big reasons we went to BigCommerce after I grew frustrated with Shopify was the faceted search feature. That is what really makes our ecommerce site work. The advantage of our BigCommerce site is that customers can just come to this one webstore, compare the products between 50 to 60 brands, and just plain and simple slice and dice their selections using the faceted search feature. Using product feeds to automatically turn product images and descriptions in BigCommerce into product-specific ads in the Google Shopping Network via Google Adwords is so easy, and so important. Being able to alert your customers who are interested in a product that is out of stock, when it immediately becomes available, is invaluable! Our customers appreciated it and it made planning inventory so much more effective. Then, she sold it to the highest bidder and launched an ecommerce consultation company. Dreams change, but they can always be profitable. I use it daily to find new ways to continue to grow my brand! Features to Bulk Your Bottom Line: Adding banners to certain pages like cart or checkout if possible with content reiterating trust factors or promotional savings can be hugely advantageous. And our team at Coalition has been able to do some crazy things using just the BigCommerce admin CMS and some custom templates with custom fields. The marketing power of the platform is just incredible. I would say the upsell pages have been most effective for the startups I have worked with because it gives them another action right after they have purchased and it keeps our customers engaged within the sales funnel. Providing next steps for customers is pertinent for increasing conversions. Stuff like that "where the platform just does the work for you" really adds up. We went from a home-grown platform over to BigCommerce and immediately our conversion rate almost doubled and that made the revenue jump significantly. To get more specific: Your main site selling multi-millions in product? And the technology you use to do either varies dramatically. It looks like there are so many powerful tools that are pre-built to use for optimizing for

conversions and doing tests, which is super exciting. All of our traffic has been organic. We wanted to get our SEO down before we ever considered doing paid advertising. By spending time on the BigCommerce back-end, we are increasingly high up on search engine results for the items we carry. On many other ecommerce platforms, you have to purchase 3rd apps to run coupons. But not on BigCommerce. BC has good basic couponing feature out the gate. Plus, assigning repeat customers to personalized discounts is easy by applying them to a discounted customer group. Christopher Cowden, Director of Operations, Grace and Lace Built-in coupons and discounts enable us to offer engaging promotions with far less effort than our previous marketing tools. These have enabled us to offer more unique and engaging promotions and discounts to customers with far less effort than our previous marketing tools. For example, buy-one, get-ones, or cart-level discounts. We would have had to reinvent the wheel to do that. You can only do a dollar off, free shipping, and a percentage off. With BigCommerce, there are a wide variety of options including BOGOs, category and product-based discounts available. That was huge for us because we do product deals all the time. Discounts are one of the biggest things BigCommerce has going for it. By giving unique discount codes for each different partnership, it enables us to monitor the impact of the campaign so we can understand exactly how much we benefitted from the original investment. Our mobile traffic is way up, too. Adam Goodman, President, Soundwall I think a lot of people will be surprised by just how custom users can make their website. No matter what our needs were, we were able to accomplish it with BigCommerce. The thing that we really enjoy the most about BigCommerce is the ability to make a very professional website easy for us in the beginning while giving us the flexibility to get very customized as our needs grew. David Berlach, Director, Bohemian Traders We love the ability to easily update and refresh the aesthetics of our site through webDAV access, linked also to theme editing, all without upsetting any of the built-in BC functionality. Fantastic The Ordoro app is easy to work with, and has excellent price tiers when compared. Fantastic customer service and support. Professional attitude combine with casual personalities from every staff member I have spoke to. BigCommerce was the only one we talked with that knew exactly what we were talking about when it came to freight. Freight is not easy. The fact that BigCommerce embraced that and had the features built in to allow us to do the complex work, that was the selling point for me. BigCommerce is the only platform that offers an inventory integration for both the website and brick-and-mortar location through Square. That is the most important thing for us. The whole experience from landing on the site to checking out has got to take a minute or less. Our goal is to have them order as much as possible, as quickly as possible. You can get your mobile audience to convert better than your desktop! I would have never gone out to put products on Amazon on my own. The fact that it was going to be easy to integrate directly through BigCommerce is why I did it and now we see 1 out of every 10 orders coming to us through Amazon.

Chapter 7 : 8 Rules for Successful Selling

From Selling Definition to the Art of Selling: What Makes a Successful Salesperson? The ability to build long-term relationships with customers one at a time. Most good salespeople think long-term and how they can leverage the current sale into more business in future from the same customer or via referrals.

Nov 7, Here are eight basic rules that can help you find success in sales. However, I believe that success in sales follows a basic set of rules. Many people experience tremendous peaks and valleys in their sales because they do not consistently prospect for new business. This frequently occurs when a sales person is busy. They neglect to prospect because it is the least enjoyable aspect of their job but when the sales drop or business with their current clients ends, they scramble to generate new business. Invest time filling your pipeline on a regular basis and you will seldom have to worry about reaching your targets. I have written about this before but the vast majority of sales people even seasoned pros fail to ask their prospects and customers high-quality questions. This can happen because they have never been taught to ask questions or because they think that they do it. Unfortunately, failing to ask high-quality questions early in the sales process means they often mis-pitch their product, service or solution which causes the prospect to voice more objections. And once you ask a question, be quiet, wait for an answer. Too many sales people give their prospects answers to the questions or continue talking after the question has been asked. I believe that the best salespeople are the best listeners. If you invest time asking great questions it is critical to listen to what the other person tells you. Many things can get in your way and prevent you from accurately hearing what has been said. Try this; at the end of a sales meeting, summarize your understanding of the conversation in your own words and check the accuracy of this summary with your prospect. Make your presentation all about the customer. Virtually every sales presentation I have been subjected started with the sales person talking about their company; reciting stats about how long they have been in business, who they have as clients, etc. Adapting the presentation to meet the specific needs of each individual customer is what the top sales people do. Regardless of what your marketing department thinks people seldom care about your company. They want to know what problem your solution will solve. Avoid using unnecessary jargon or terminology. The simpler your presentation, the easier it is to understand. This is more challenging than it sounds because your prospects are inundated with calls and emails from other people all trying to sell them something. That means you need to demonstrate exactly why a prospect should trust you. The best way to demonstrate value is to show exactly how your solution will benefit your prospect. Contrary to popular belief this does not mean talking at great length about it or telling your prospect everything there is to know about your product or service. Showing value means discussing the aspects of your solution that are most relevant to each customer or prospect, in terms that are easy to understand. Do what you say you will do when you said you would do it. Personal experience has taught me that sales people frequently say they will do something then fail to follow through on their commitment. This lack of attention to detail demonstrates a lack of respect and quickly leads to a loss of trust. Know when to let go. I often talk to sales people who continue following a lead even when it is clear that a sale will not happen. This usually happens when their pipeline is not active with prospects. If you have done everything you can to move the sales process forward but it has ground to a halt you must consider whether it is the best use of your time to keep trying to make it happen. More often than not, it is not worth the time and effort. You have a finite amount of time in a day or week which means you need to focus your attention on leads and prospects who are interested in your product, service or solution. Follow these rules of selling and you will notice an immediate improvement in your results. Copyright Kelley Robertson, All rights reserved. Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales and motivate their employees. He is also the author of Stop, Ask, and Listen:

Chapter 8 : Best Sales Techniques: 5 Selling Techniques That Work, 5 That Don't

Sales Success key to success, sales people The top 20 percent of salespeople earn 80 percent of the money. Your goal is to become one of the highest-paid people in your profession and accelerate your sales career using the vital keys to success in sales.

Here are five of the best sales techniques that really work, as well as five classic go-to selling techniques that may, in fact, be hurting your sales efforts. Selling Techniques that Work

1. Challenging the Status Quo Most salespeople see the sales process as a linear process. At some point, it has an end – the prospect will choose either you or your competitor. The truth is that those are not the only two end points. Finding Your Value Wedge How much overlap is there between what you can provide to your prospects and what your competition can provide? Most B2B salespeople admit that overlap is 70 percent or higher. Learn more about how to define your value proposition. Often the best way to do that is to talk about the people who were affected by the challenging environment they were working in. Then talk about how their lives became better, easier, more fun, or less stressful after using your solution. Making the Customer the Hero Every story has a hero. Who is the hero of your story? If the answer is yes, then you need to rework your story – and make the customer the hero. The customer is the one who needs to save the day, not you. Your role is that of the mentor. You are there to help your customers see what has changed in their world and how they can adapt and better survive and thrive. Using 3D Props There are many ways to tell a story. Props make a metaphor or analogy tangible. Selling Benefits Everyone knows you need to sell benefits not features, right? Remember that 20 to 60 percent of pipeline deals are lost to the status quo. Marketing to Personas Many marketers use personas to develop messaging. The problem is that personas are typically defined by who the prospect is – demographics and behaviors. So instead of spending time refining your elevator pitch, focus on building the story that features your customer as the hero see Selling Techniques That Work
4. Delivering PowerPoint Presentations The PowerPoint presentation has become the de facto go-to approach for sales meetings. Marketing churns out slides, then salespeople turn out the lights and rely on logo slides, bullet points, and animations to do the selling for them.

Chapter 9 : 43 Selling Online Tips From The Fastest Growing BigCommerce Brands

Successful selling isn't about what you want, it is about how can you best serve the needs of your customers and clients. Coming from a sincere place of service, will help increase sales and.

Contact Author Source So you want a job selling cars but you are not sure if you have what it takes. I will try to make it easy for you by providing some tips from my sixteen years of experience. The biggest thing to remember is selling cars is not about you. It is about your customer. If you keep in mind what your customer wants and needs and do your best to satisfy them, you will do fine.

Meet and Greet The first thing you will need to do is to meet a customer on the lot. Try and be there when they pull in as this will keep your competitor salespeople off your op short for opportunity. Let them get out of the car by acknowledging the customer with a hello. When they have all exited the vehicle, use a nice greeting such as "Good Afternoon! Welcome to Shady Motors my name is Tom and you are? The Meet and Greet might sound simple enough, but it is much more complex than you would believe. Within the first thirty seconds of meeting you, your customer will form an opinion of you in their minds. Everything counts from your smile to your clothes. Everything about you will be scrutinized. If the customer forms an unfavorable opinion of you immediately, all is not lost but you will have to work harder to close a deal.

Qualifying Once everyone has been welcomed to the dealership, it is time to find out what your customer requires to purchase a car. When you ask a question be prepared to keep quiet and listen to the answer. Many new salespeople think that they have to keep talking to entertain the customer. This is not true. The customer would much rather talk about themselves for the most part rather than listen to you.

Questions to get them talking: The amount of money a dealership spends on advertising is astronomical. Knowing which ads are working is imperative to a dealership so they can focus on advertising that works. It is also important to know what your dealers ads are, which vehicles are in the ads, as well as the price in the ads. You will need to know how the ad is structured as well, is there cash down or a trade reflected in a price or payment? This conversation should not last very long but will give you a few minutes to feel your customer out. If there is more than one, try and figure out which one will be the mouthpiece the one who will most likely answer your questions , but never ignore anyone in the group as you never know what kind of influence each person has over the buyer. It is also during this conversation that you should try and find out which part of the group is actually looking to buy a vehicle. If there is only a single person, try and get to know as much as you can about them. Get them talking for once on a roll, a customer will lay out everything for you that you need to close a deal with them.

Choosing a Vehicle The choice of which vehicle to buy is of course the whole point of the customer coming to your dealership. If the customer is financing and wants to be at two hundred dollars a month, putting them in a thirty thousand dollar car will be a mistake. It will be easy to get a customer to fall in love with a high priced car but when you get inside, you will be disappointed. If you have your customers drive a car they cannot afford, it will be much harder to get them to like a cheaper car as much as a high-end car. If the customer does not know what they want to spend or they will not tell you, start showing them the cheapest cars you have until you find something they like. If they pick out the vehicle, they cannot blame you for the payment being higher then they wanted to pay.

The four square is a pretty standard system which psychologically makes it easier to make a profit. The four squares are: This is the last thing you want to discuss as any movement in the price means less profit for your store. This is your main negotiating tool. The higher the payment, the more profit margin you can hold. This can be a manipulative tool as any lowering of price will automatically raise the value of the trade without actually giving the customer more for their vehicle. Another manipulative tool as more cash down will naturally lower the payment. Your best two tools in the four square system is the cash down and the payment. Both of these boxes can be recalculated without lowering price at all. As a salesman, your job is to get a commitment from the customer at any price. Your need to get the customer to take mental ownership by telling you, "If the price is right I will buy the car today. When you first start out, a manager called a T. His job is to bump the customer. The bump is getting more money from the customer.

Additional Tips Try to ask questions which elicit a positive response. Do you like the car? Could you see yourself driving this car?

Would you buy the car today? Nod your head yes as you ask these questions. Make eye contact when talking to your customer. Do not stare but make sure that eye contact is made. Mirror your customers actions. If they cross their arms you cross your arms. If they rub their chin you rub your chin. This will get you psychologically closer to your customer. When you are at the desk, do not discuss any numbers if the customer is sitting there with their arms crossed. This is a defensive posture and is not conducive to closing deals. Talk about anything other then the car until the arms become natural. Then go in for the close. If I can answer any questions about selling or buying used cars or trucks feel free to send me a message. I would be happy to help with any aspect of car sales. Good luck and good selling!